## **ORDER**

Orders Order / Rev: 37555 Alt Order #: 08879243 Product Desc: Horsford/DCCC Estimate: 2011 Flight Dates: 10/12/12 - 10/18/12 Primary AE: Mike Jones Sales Office: Original Date / Rev: 10/09/12 / 10/09/12 K-WAS Order Type: **GENERAL** Sales Region: National GMMB Name: Agency Buying Contact: Billing Type: Cash Billing Calendar: Broadcast Billing Contact: 1010 Wisconsin Ave NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% DCCC - Horsford Advertiser Name: New Business Thru: A35+ Demographic: Order Separation: 00:15:00 Product Codes: PO1

| Bill | Plan |
|------|------|
|------|------|

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 10/01/12   | 10/18/12 | 54      | \$48,544.00  | \$41,262.40 |

LV1

AGY, POL, CAND

## Totals

Advertiser External ID:

Agency External ID:

| Month        | # Spots | Gross Amount | Net Amount  | Rating |
|--------------|---------|--------------|-------------|--------|
| October 2012 | 54      | \$48,544.00  | \$41,262.40 | 0.00   |
| Totals       | 54      | \$48,544.00  | \$41,262.40 | 0.00   |

## Account Executives

Priority:

Revenue Codes:

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Mike Jones        | <u> </u>     |              | Start Of Order - End Of Order | 100%    |

| Order Share | Share | Tota         |
|-------------|-------|--------------|
| KLAS        | 30%   | \$48,544.00  |
| Market      | 100%  | \$161,813.33 |

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| KBLR              | 0%    | \$0.00      |
| KFBT              | 0%    | \$0.00      |
| KINC              | 0%    | \$0.00      |
| KTNV              | 25%   | \$40,453.33 |
| KTUD              | 0%    | \$0.00      |
| KVBC              | 0%    | \$0.00      |
| KVVU              | 5%    | \$8,090.67  |
| KVWB              | 0%    | \$0.00      |
| LV1               | 0%    | \$0.00      |
| UNKWN             | 0%    | \$0.00      |

| Ln  | Ch        | Start    | End      | Inventory Code                         | Break   | Start/End | Time Days | Len Spo | ots | Rate Pri    | Rtg Type S | pots | Amount   |
|-----|-----------|----------|----------|--|---------|-----------|-----------|---------|-----|-------------|------------|------|----------|
| E 1 | 8         | 10/12/12 | 10/18/12 | 8 News Now 5a M-F<br>8 News Now 5a M-F | СМ      | 5-6a      | MTWTF     | :30     | 2   | \$225.00LV1 | 0.00 NM    | 2    | \$450.00 |
|     | 8 NEW     |          |          |  |         |           |           |         |     |             |            |      |          |
|     |           |          | End Date |  | ts/Week | Rate      | Rating    |         |     |             |            |      |          |
| V   | Veek: 10/ | 12/12    | 10/18/12 | MTWTF                                  | 2       | \$225.00  | 0.00      |         |     |             |            |      |          |
| E 2 | . 8       | 10/12/12 | 10/18/12 | 8 News Now 6a M-F<br>8 News Now 6a M-F | CM      | 6-7a      | MTWTF     | :30     | 2   | \$275.00LV1 | 0.00 NM    | 2    | \$550.00 |

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KLAS

Order / Rev:

37555

Advertiser:

DCCC - Horsford

Alt Order #:

08879243

J8879243

Product Desc:

Horsford/DCCC

Flight Dates:

10/12/12 - 10/18/12

Estimate:

2011

Ln Ch Start End Inventory Code Start/End Time Days Len Spots Break Rate Pri Rtg Type Spots Amount 8 NEWS NOW End Date Start Date Weekdays Spots/Week Rating Rate Week: 10/12/12 MTWTE-0.00 10/18/12 2 \$275.00 7-9a 10/12/12 10/18/12 CBS This Morning 7-9a CM :30 \$200,00 LV1 0.00 NM \$600,00 MTWTF--**CBS This Morning CBS THIS MORNING** Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/12/12 10/18/12 MTWT F-\$200.00 0.00 \$350.00LV1 0.00 NM \$350.00 8 10/14/12 10/14/12 CBS News Sunday Morr@M CBS Sunday Morni----S :30 **CBS News Sunday Morning CBS NEWS SUNDAY MORNING** Spots/Week Rating Start Date End Date Weekdays Rate 10/14/12 -----5 \$350.00 0.00 Week: 10/08/12 \$400.00LV1 0.00 NM \$400.00 ----S :30 10/14/12 10/14/12 Face The Nation СМ Face The Nation E 5 8 Face The Nation FACE THE NATION Spots/Week Rate Rating End Date Weekdays Start Date ----5 \$400.00 0.00 Week: 10/08/12 10/14/12 9-10a MTWTF--:30 \$300.00LV1 0.00 NM 2 \$600.00 10/12/12 10/18/12 Live w/Kelly CM Live w/Kelly LIVE! WITH KELLY Spots/Week Rating Start Date End Date <u>Weekdays</u> Rate MTWTF--\$300.00 0.00 Week: 10/12/12 10/18/12 \$450.00 LV1 0.00 NM 2 \$900.00 :30 R 10/12/12 10/18/12 Price Is Right CM 10-11a MTWTF--Price Is Right PRICE IS RIGHT Weekdays Spots/Week Rate Rating End Date Start Date \$450.00 0.00 10/18/12 MTWTF--Week: 10/12/12 :30 \$550.00 LV1 0.00 NM 2 \$1,100.00 CM MTWTE--10/12/12 10/18/12 Y&R 11a-12p E 8 8 Young & Restless YOUNG & RESTLESS Start Date End Date Weekdays Spots/Week Rate Rating 0.00 \$550,00 Week: 10/12/12 10/18/12 MTWTE--2 \$650.00 0.00 NM \$325.00LV1 :30 10/12/12 10/18/12 8 News Now Noon M-F CM 12-1230p MTWTF--E 9 8 8 News Now Noon M-F 8 NEWS NOW AT NOON Rating Spots/Week Rate End Date Weekdays Start Date \$325.00 0.00 MTWT F--10/18/12 Week: 10/12/12 \$750.00 \$375,00LV1 0.00 NM 2 1230-2p Soaps/ LMAD CM 1230-2p MTWTF--:30 10/12/12 10/18/12 E 10 R Soaps / Let's Make A Deal LET'S MAKE A DEAL **End Date** Weekdays Spots/Week Rate Rating Start Date MTWTF--\$375.00 0.00 Week: 10/12/12 10/18/12 \$750.00 \$375.00LV1 0.00 NM 2 СМ 2-3p MTWTF--:30 8 10/12/12 10/18/12 The Talk 2-3P The Talk THE TALK Spots/Week Rating Weekdays Rate Start Date End Date 0.00 \$375.00 MTWTE--Week: 10/12/12 10/18/12 0.00 NM \$850.00 MTWTF--:30 \$425.00LV1 2 СМ 3-4p 10/12/12 10/18/12 Ellen E 12 Ellen **ELLEN** Spots/Week Rate Rating Start Date End Date Weekdays MTWTF--\$425.00 0.00 Week: 10/12/12 10/18/12 2 \$1,575.00LV1 0.00 NM 2 \$3,150.00 MTWTF--:30 CM 4-5p 10/12/12 10/18/12 8 News Now 4p M-F (4:30 PM-5:00 PM) 8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM Spots/Week Rating End Date Weekdays Rate Start Date \$1,575.00 MTWTF--0.00 10/18/12 2 Week: 10/12/12 0.00 NM 3 \$5,250.00 :30 3 \$1,750.00LV1 MTWTF--10/12/12 10/18/12 8 News Now 5-630p M-FCM 5-630p E 14 8 News Now 5-630p M-F 8 NEWS NOW ROTATION

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**KLAS** 

Order / Rev:

37555

Advertiser:

DCCC - Horsford

Alt Order #:

08879243

Product Desc:

Horsford/DCCC

Flight Dates:

10/12/12 - 10/18/12

Estimate:

2011

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 10/12/12 10/18/12 8 News Now 5-630p M-FCM 0.00 NM E 14 5-630p MTWTE--:30 3 \$1,750.00 LV1 \$5,250.00 8 News Now 5-630p M-F 8 NEWS NOW ROTATION Start Date End Date Weekdays Spots/Week Rate Rating MTWTF--Week: 10/12/12 10/18/12 3 \$1,750.00 0.00 E 15 8 10/12/12 10/18/12 630-7p Inside Edition CM 630-7p MTWTF--:30 3 \$1.400.00LV1 0.00 NM \$4,200.00 Inside Edition INSIDE EDITION End Date Spots/Week Start Date Rating Weekdays Rate 10/18/12 MTWTF--3 \$1,400.00 0.00 Week: 10/12/12 7-8p 3 \$1,225,00LV1 0.00 NM E 16 8 10/12/12 10/18/12 7-8p Rotator CM MTWTF--:30 3 \$3,675.00 7-8p Rotator ET/INSIDER Spots/Week Rating Start Date End Date Weekdays Rate MTWTF--3 \$1,225.00 0.00 Week: 10/12/12 10/18/12 :30 1 \$1,400.00LV1 0.00 NM \$1,400.00 E 17 10/15/12 10/15/12 CM 8-9p M-----Mon 8-9p How Met Mother/ Partners (8:00 PM-9:00 PM) HOW I MET MOTHER/ PARTNERS Start Date End Date Weekdays Spots/Week Rate Rating \$1,400.00 0.00 Week: 10/15/12 10/21/12 M-----E 18 8 10/16/12 10/16/12 Tue 8-9p СМ 8-9p :30 1 \$1,800.00LV1 0.00 NM \$1,800.00 NCIS NCIS Spots/Week Rating Rate Start Date End Date Weekdays \$1,800.00 0.00 10/21/12 Week: 10/15/12 0.00 NM \$1,700.00 1 \$1,700.00LV1 :30 10/17/12 10/17/12 Wed 8-9p CM 8-9p --W----E 19 Survivor: Philippines SURVIVOR 25 Spots/Week Rate Rating **End Date** Weekdays Start Date 10/21/12 1 \$1,700.00 0.00 Week: 10/15/12 1 \$1,900.00LV1 0.00 NM \$1,900.00 ---T---:30 10/18/12 10/18/12 CM 8-9p E 20 Thu 8-9p Big Bang / 2 1/2 Men" Big Bang/ 2.5 Men Spots/Week Rating Start Date End Date Weekdays Rate \$1,900.00 0.00 10/21/12 ---T---Week: 10/15/12 1 \$1,000.00LV1 0.00 NM \$1,000.00 Fri 8-9p ----F--:30 10/12/12 10/12/12 CM 8-9p E 21 8 CSI: NY CSI: NY Spots/Week Rate Rating Start Date End Date <u>Weekdays</u> ---F--\$1,000.00 0.00 10/14/12 Week: 10/08/12 ----F--:30 1 \$1,200.00 LV1 0.00 NM \$1,200.00 10-11p 10/12/12 10/12/12 Fri 10-11p CM Blue Bloods BLUE BLOODS Weekdays Spots/Week Rating Start Date End Date Rate 0.00 \$1,200.00 10/14/12 ----F--Week: 10/08/12 \$650.00LV1 0.00 NM \$650.00 10/13/12 10/13/12 10-11P ----5-:30 Sat 10-11p CM F 23 48 Hours Mystery 48 HOURS MYSTERY Weekdays Spots/Week Rate Rating Start Date End Date Week: 10/08/12 10/14/12 ----S-\$650.00 0,00 1 \$1,500,00LV1 0.00 NM \$1,500.00 10/14/12 10/14/12 Sun 7-8p СМ 7-8p ----S :30 60 Minutes 60 MINUTES Spots/Week Rating Rate Start Date **End Date** Weekdays 1 \$1,500.00 0.00 10/14/12 ----S Week; 10/08/12 3 \$2,100.00LV1 0.00 NM 3 \$6,300.00 MTWTF--:30 10/12/12 10/18/12 8 News Now 11p M-F CM 11-1135p E 25 8 8 News Now 11p M-F 8 NEWS NOW AT 11PM Rating Start Date **End Date** <u>Weekdays</u> Spots/Week Rate 3 \$2,100.00 0.00 10/18/12 MTWTF--Week: 10/12/12 \$1,225.00 ----SS :30 1 \$1,225.00LV1 0.00 NM CM 11-1135P E 26 8 10/13/12 10/14/12

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Order / Rev:

37555

Advertiser:

DCCC - Horsford

Alt Order #:

08879243

Product Desc:

Horsford/DCCC

KLAS

Flight Dates:

10/12/12 - 10/18/12

Estimate:

2011

| Ln                   | Ch      | Start                     | End                         | Inventory Code           | Break           | Start/End                 | Time Days      | Len | Spots | Rate Pri      | Rtg Type   | Spots | Amount      |
|----------------------|---------|---------------------------|-----------------------------|--------------------------|-----------------|---------------------------|----------------|-----|-------|---------------|------------|-------|-------------|
| 8 News Now 11p Sa/Su |         |                           |                             |                          |                 |                           |                |     |       |               |            |       |             |
| 8 News Now Sa/Su 11p |         |                           |                             |                          |                 |                           |                |     |       |               |            |       |             |
| 8                    |         |                           | NT 11PM-WK                  |                          |                 | D-1-                      | D - C          |     |       |               |            |       |             |
|                      |         | art Date                  | End Date                    | <u>Weekdays</u><br>SS    | Spots/Week      | Rate                      | Rating<br>0.00 |     |       |               |            |       |             |
|                      | ek: 10  |                           | 10/14/12                    |                          |                 | \$1,225.00                |                | .00 |       | 0075 0011/4   | 0.00 NM    | 2     | \$550.00    |
| E 27                 | 8       | 10/12/1                   | 2 10/18/12                  |                          | CM              | 1135p-1237                |                | :30 | ) 2   | \$275.00 LV1  | 0.00 NM    | 2     | \$550,00    |
|                      |         | NION.                     |                             | Letterman                |                 | (11:35 PM-1               | 2:37 XIVI)     |     |       |               |            |       |             |
| L                    |         |                           | LETTERMA                    |                          | 0 4 0011-       | D-4-                      | Deties         |     |       |               |            |       |             |
|                      |         | art Date                  | End Date                    | <u>Weekdays</u><br>MTWTF | Spots/Week 2    | <u>Rate</u><br>\$275.00   | Rating<br>0.00 |     |       |               |            |       |             |
|                      | ek: 10  |                           | 10/18/12                    |                          |                 |                           |                | .00 |       | 0405.001344   | 0.00 NM    | . 3   | \$375.00    |
| E 28                 | 8       | 10/12/1                   | 2 10/18/12                  | • •                      | CM              | 1237a-137a                |                | :30 | ) 3   | S125.00LV1    | U,UU INIVI | ١     | \$375.00    |
|                      | ATE 1   | ATE CHE                   | 2141                        | Craig Ferguson           |                 | (12:37 XM-1               | (37 XIVI)      |     |       |               |            |       |             |
| ·                    |         | ATE SHO                   |                             | 107                      | Conta (Mask     | Data                      | Datina         |     |       |               |            |       |             |
| 101                  | _       | art Date                  | End Date<br>10/18/12        | <u>Weekdays</u><br>MTWTF | Spots/Week<br>3 | <u>Rate</u><br>\$125.00   | Rating<br>0.00 |     |       |               |            |       |             |
|                      | ek: 10  |                           |                             |                          |                 |                           |                | :30 | . 1   | \$2,619,00LV1 | 0.00 NM    | 1     | S2.619.00   |
| E 29                 | 8       | 10/13/1                   | 2 10/13/12                  |                          |                 |                           | ason GS-       | .30 | ) [   | 52,019.00EVT  | U.UU INIVI | '     | \$2,019.00  |
| ,                    | 2000    | OLLEGE                    | FOOTBALL                    | NFL Pre-Season           | Games           | (5:00 PM-8:0              | JO PIVI)       |     |       |               |            |       |             |
| ,                    |         |                           |                             |                          | Cnata AMaak     | Poto                      | Poting         |     |       |               |            |       |             |
| 101                  |         | art Date                  | End Date<br>10/14/12        | <u>Weekdays</u><br>S-    | Spots/Week      | <u>Rate</u><br>\$2,619.00 | Rating<br>0.00 |     |       |               |            |       |             |
|                      | ek: 10  |                           |                             |                          | 0014            |                           |                | .27 | 1     | 64.050.0013/4 | 0.00 NM    | 1     | \$1,050.00  |
| E 30                 | 8       | 10/14/1                   | 2 10/14/12                  | NFL Reg Season           |                 |                           | II RegS        | :30 | , ,   | \$1,050.00LV1 | U,UU INIVI | '     | \$1,050.00  |
| ,                    | ODO N   | EL EOOT                   | BALL-EARL                   | NFL Football Reg         | g. Season       | (10:00 AM-1               | : 15 PIVI)     |     |       |               |            |       |             |
| ,                    |         |                           |                             |                          | ChataAMaak      | Pato                      | Rating         |     |       |               |            |       |             |
| 167-                 | _       | art Date                  | <u>End Date</u><br>10/14/12 | <u>Weekdays</u><br>S     | Spots/Week      | <u>Rate</u><br>\$1,050,00 | 0.00           |     |       |               |            |       |             |
|                      | ek: 10  |                           |                             |                          |                 |                           |                | .2/ |       | #4.050.0013/4 | 0.00 NM    | 1     | £1 050 00   |
| E 31                 | 8       | 10/14/1                   | 2 10/14/12                  | NFL Reg Season           |                 |                           | II RegS        | :30 | ו כ   | \$1,050.00LV1 | 0.00 NM    | ı     | \$1,050.00  |
| ,                    | ODC M   | EL EOOT                   | BALL-LATE                   | NFL Football Re          | g. Season       | (1:15 PM-4:               | 30 PIVI)       |     |       |               |            |       |             |
| ,                    |         |                           |                             |                          | ContallAlask    | Rate                      | Rating         |     |       |               |            |       |             |
| 181-                 |         | art <u>Date</u><br>/08/12 | <u>End Date</u><br>10/14/12 | <u>Weekdays</u><br>S     | Spots/Week      | \$1,050.00                | 0.00           |     |       |               |            |       |             |
| VVE                  | sek. IU | 100/12                    | 10/14/12                    |                          | <u>_</u>        | J1,000,00                 | 0.00           |     |       |               |            | - :   |             |
|                      |         |                           |                             |                          |                 |                           |                |     |       |               | Totals     | 54    | \$48,544.00 |